

Project Management

GPM Gray Matter™ Smart Legal Matter Management

GPM Gray Matter™ demonstrates Gray Plant Mooty's ongoing commitment to excellent client service, offering a comprehensive legal matter management program that ensures greater predictability and cost-effectiveness for any client's legal spending.

Unlike many legal project management programs, GPM Gray Matter™ is managed by a licensed attorney. GPM project managers serve as key liaisons between the firm's attorneys and clients, integrating themselves deeply with GPM's practice groups and teams. Clients trust GPM's legal project management team to serve as active partners in their legal strategy, working collaboratively with a wide range of GPM and client stakeholders to streamline internal processes and ensure efficient service.

GPM Gray Matter™ provides a number of recognized benefits for clients, including:

- Greater predictability in legal costs
- Thoughtful matter staffing to deliver on-budget and on-time legal services
- Increased matter monitoring and communication, utilizing advanced project management technologies and processes
- Firmwide internal legal project management training

GPM attorneys have been recognized as leaders in the field of legal project management for more than a decade. Mark Williamson, chair of the firm's Mergers & Acquisitions team, has served as a contributing author of *The Legal Project Management Quick Reference Guide*, published by LegalBizDev, since the first edition was published in 2010. Many other attorneys and support staff have also received training and worked extensively in legal project management.

GPM's project management program includes attorney and support staff training, active matter management, process improvement implementation, best practices development, matter management to the client's budget, and alternative fee and pricing services. In addition to the firm's in-house legal project management training, many GPM attorneys have completed formal legal project management training provided by outside consulting firms.